

COMMUNICATION STRATEGY STRUCTURE

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1.

General purposes and tasks of the CERI Communication Strategy (CS)

The primary focus of the communication strategy is to strengthen the Carpathian EcoRegion Initiative network (CERI), an umbrella organization of NGOs in the Carpathians. This support is targeted to enhance the network and its members' capabilities to respond to transboundary nature conservation issues and to contribute to the implementation of the Carpathian Convention in the region. The support should empower the network to respond to current priority issues as well as those that may arise in the future.

Problems which will be solved with the CS support

Loss of biodiversity, effectiveness of nature protection measures, management planning, environmental awareness raising, support of ecotourism in the region etc. Including overview of methods and approaches already used.

The communication strategy will

- support the institutional development of the Carpathian EcoRegion Initiative network of NGOs and research institutes (to a sustainable basis);
- strengthen the capacities of the CERI network as well as its members to substantively address transboundary nature conservation issues, priorities for the Carpathians, at both the national as well as transboundary levels and;
- enable CERI members to participate at and to contribute to the implementation of the Carpathian Convention

2.

Communication aims and tasks

- what is *communication*
- difference between communication and information
- why we need to communicate (reasons pushed us to communicate and situations created them)
- how the aim of the communication linked with CERI general tasks and targets
- creating a communication system:
 - getting information and analysing
 - building the information link Sender – Channel – Receiver
 - sending information
 - creating a feedback
 - evaluation and correction
- what is our join interest
- the role of environmental communicator

3.

Communication targets

- who are our target groups and why
- what we propose to them
- what they need
- who are the stakeholders of our communication
- who will play role of communicators
- which changes we expect in target groups

4.

Communication channels to be used according chosen tasks and targets

- communication tools and forms
- information channels (including getting information, types of environmental information, access to information, and – channels for sharing information)
- analysing of information channels effectivity
- legal tools to be used (like Aarhus Convention)

5.

Information products and their packaging

- main message content
- forms for using
- styles
- sender and his role
- receiver needs

6.

External conditions

- cultural context
- policy
- factors of risk

7.

Timing

- how much time we need
- how urgent our message is
- how much time the receiver needs for our message realising
- which moment is the best to use

8.

Examples

9.

Evaluation and feedback

- effectivity of communication
- channels of feedback
- receivers reaction
- next steps
- needs, possible corrections.

Communication messages for CERl promo materials